



## "SLOANE" IMPROVED VACUUM-CLEANERS

"Best by Actual Test"

THE two most important points to consider in purchasing a vacuum cleaner are *efficiency* and *reliability*.

"Sloane" Vacuum Cleaners, equipped with a powerful General Electric motor, not only remove every vestige of dust and dirt, but with equal ease pick up lint and thread—thus demonstrating their thorough efficiency.

The simplicity and durability of their construction, the ease and economy attending their operation, and their graceful appearance are other features which influenced the U. S. Government to adopt "Sloane" Vacuum Cleaners after exhaustive tests of all the leading makes.

Portable Model for Household Use, \$48  
With Eight Extra Attachments, \$59

Other models for every purpose. Stationary Plants installed. Descriptive circular upon request.

W. & J. SLOANE

Fifth Avenue and 47th Street, New York



Eleonor Henry, featured in "The Lonely Roomer" wearing hat creation trimmed with "J.C." Silk and Ray of Ribbon

The simple lines, and the delicacy and originality of ornamentation make the pictured hat a thing of rare beauty. Whatever the shape, trimmed with a beautiful ribbon, it becomes a vision of genuine loveliness.

### "J.C." RIBBONS

are AMERICA'S BEST. There's one for every need—buy them by name

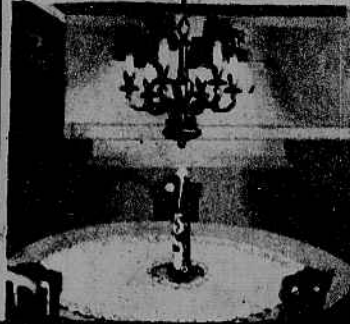
Lady Fair Violet  
Satin de Luxe Sankinac  
Trousseau Democracy

Sold by all leading ribbon departments.

JOHNSON, COWDIN & COMPANY, Inc.

101 East 50th Street, New York

## FINDLAY'S FINE FIXTURES



The standard since 1885. Call and see the right lighting effects for your home. Courteous treatment, individual service, and manufacturers' reasonable prices make your visit pleasant and profitable. Complete assortment of table and floor lamps. Conveniently located Showrooms.

ROBT. FINDLAY MFG. CO. INC.  
224 FIFTH AVE. at 26th St. N.Y.

# NUCOA

Butters  
Bread  
Stays Sweet

NUCOA is a pure and rich spread for bread that you will find more satisfying, every day in the year, than any butter you have ever used. It is not an imitation of anything. It is just its pure self.

THE  
NUCOA BUTTER CO.  
New York Chicago Detroit  
San Francisco Los Angeles



All Wool Velour Suit. Advertised in World October 19 for \$30.95. Now \$20.00 Novelty Velour Coat. Genuine Fur Collar Regular \$30 Value. \$20.95

1/2 OFF \$40 SUITS NOW \$20 1/2 OFF 1800 Suits, all this season's styles, at exactly one-half the printed price in our catalog. About one-third of what they will be next fall.

SALE OF FUR TRIMMED COATS  
Many as low as \$20.95—None higher than \$75

HAMILTON GARMENT CO.  
307 FIFTH AVENUE, Near 31st Street

## LILY OF FRANCE CORSET



The Lily of France is a beautiful corset worn by beautiful women to make them more beautiful

\$5 to \$35 at Quality Stores  
De Luxe Edition of Style Studies Free

LILY OF FRANCE CORSET CO.  
303 Sixth Avenue, New York



### Fragrant Incense Set \$1

Simply place a small quantity of our fragrant burning powder in the burner and apply a match. It will immediately smolder and diffuse a dreamy fragrance most pleasing to the senses. When burned in reception hall its perfume will pervade the upper rooms. purify the air, disperse all odors and impart a most pleasing perfume to draperies, clothing, etc.

On sale at your dealer's, or send \$1 (incense only, medium size, 50c., large size, 90c., medium, \$2), and we will forward, prepaid, the set illustrated, with complete instructions for using. Specify C 10021

Acquaintance package of incense mailed postpaid upon request.

A. A. VANTINE & CO., Inc., New York, N. Y.



### GIFT SUGGESTIONS

There is a rare and distinctive design in portable lamps that harmonizes with any interior; that adds to the refinement, beauty and comfort of the home. Decorated with the Pickwickian Group of imported figures in gold plate. Portable is finished in Royal Copper with the chased detail relieved in green. Shade is of antique parchment of unusual contour and design.

CASSIDY & CO., Inc.  
Showrooms: 101 Park Avenue, Manufacturers of Lighting Fixtures.

## HARDMAN FIVE FOOT GRAND

Caruso writes:

"The Hardman is the only piano I have used in my apartment in New York. I also have one in my home in Florence, Italy."

The Hardman is my favorite.

Here, indeed, is Perfect Praise!

Moderately Priced  
Convenient Terms

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